



LEO BURNETT U.S.A.
ADVERTISING

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April 30, 1985

Mr. James Thompson
Philip Morris U.S.A.
120 Park Avenue
New York, NY 10017

Re: Philip Morris U.S.A. - Corporate Affairs U.S.A. ROP

Dear Jim:

This letter is to confirm the addition of the following newspapers to the Vietnam Veterans Memorial ROP schedule:

<u>Paper</u>	<u>Date</u>
NY Chief Leader (Civil Service Paper)	4/19
NY The City Sun (Black Weekly)	5/1
NJ Orechio Publications (Weekly Community)	w/o 4/25

Spanish ROP will not be used for this corporate schedule.

The revised cost for this corporate schedule is: \$154,543.

Best Regards,

LEO BURNETT U.S.A.

Kathleen I. McArthur

Kathleen I. McArthur
Media Buyer/Planner

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cc: Mr. Claude Beck - PMCo.
Mrs. Cheryl Lee - PMCo.
Ms. Linda Miller - PMCo.

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